

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
BOARD MEETING

Wednesday, November 18, 2009 3:00 p.m. – 5:00 p.m.

The Pavilion Building, 109 State Street, Montpelier
Governor's 4th Floor Conference Room

MINUTES

Members Present: Brian Flynn, Deb Quackenbush, Travis Todd, Teresa Leyro, Edna Fairbanks-Williams, Marcia Lawrence, Christy Mihaly, Amy Brewer, Bill Frank, Chris Finley

[Deb Quackenbush attended as the DOE designee.]

Members of the Public Present: Sharon Mallory (VDH), Helen Wagner (AGO)

Public Comment (10 min)
None.

Approval of Minutes (5 min)
Minutes of the October VTERB meeting were accepted.

Announcements (5 min)
Brian acknowledged the new CDC listing of States' smoking prevalence rates. Vermont ranks as the 14th lowest prevalence rate in the country. Christy brought a press release and article related to the Massachusetts tobacco control program (cessation coverage for lower income smokers). The effort resulted in an increase in cessation attempts (40%) and a decrease in many health problems among its residents. Adverse maternal birth complications were down significantly as well.

Brian summarized the VTERB's budget recommendations as discussed at the October meeting. Brian and Stephen presented these recommendations to the AHS Secretary and Deputy Secretary in early November. It was received well. Next steps are to meet with some key legislators within House and Senate Appropriations.

Stephen distributed the new schedule of CY2010 VTERB meetings. The schedule will also be posted on the Board's website.

Community Coalition RFP Approval (VOTE) (30 min)

The Board must vote on the current criteria established in the Community Coalition RFP. Amy reported that the Community and School Programs Committee had an initial discussion about the new RFP criteria. She introduced Sharon Mallory (VDH). Sharon provided an overview of the RFP's features including (1) items preserved, (2) items changed, (3) proposed objectives, and (4) a timeline of RFP activities. The number of required objectives has been reduced due to reduced funding. No matter what funding level, the VDH plans to fund each coalition with at least \$40,000. The number of coalitions that are funded would be based on the overall appropriation for these grants. Coalitions would be required to submit applications that demonstrate a focus on creating policy/environmental change in their community (objective set #1). Coalitions will also participate in common theme media campaigns (objective set #2) and promote the Vermont Quit Network Cessation Services (objective set #3). ARRA non-competitive funding would supplement community coalitions. An objective related to youth prevention and specific quit program tasks has been eliminated in the new RFP.

Edna motioned to approve the criteria on which these applications will be scored.

Bill Seconded. No further discussion. All in favor; Amy Brewer abstained.

Board members will be involved in the process to review applications in the spring to an extent to be determined.

Potential Board Members (K-12 Educator) (VOTE) (15 min)

The Community and School Programs Committee recommended two K-12 educators to fill this Governor appointed VTERB position: Gabrielle and Ginger. Amy gave an overview and conveyed the sentiments of that Committee. Both candidates are well qualified, although Ginger had limited availability. Edna motioned that the Board submit both names to the Governor with Gabrielle Smith as the Board's first preference. Deb Seconded. Further discussion: Deb expressed the DOE's preference for Gabrielle and elaborated on her past and current experience. All in favor. Stephen will submit candidates to the Governor as discussed.

Smoke Free Housing Policy (VOTE) (20 min)

Brian asked if the Board would support the initiative to provide a tax credit incentive for the development for smoke-free housing. The American Lung Association has asked the Board to consider the issue in its policy recommendations.

Brian read the following text from the Board's policy as found in the 2008 Annual Report:

“Develop smoke-free multi-unit housing residences, both existing and planned. In the 2006 report, The Health Consequences of Involuntary Exposure to Tobacco Smoke, the U.S. Surgeon General concluded the scientific evidence indicates there is no risk-free level of exposure to secondhand smoke. The board recommends developing smoke-free policies to reduce exposure of secondhand smoke for Vermonters living in multi-unit housing.”

Christy suggested seeing the actual tax credit proposal; others had some questions that couldn't be answered. Board members generally agreed to obtain more details before making a decision. Stephen will ask Rebecca of ALA to come before the Board to provide more information. Bill requested seeing the actual proposal ahead of time.

FY2011-2012 Evaluation Contractor (VOTE)

(10 min)

Shall the Board continue the evaluation contract with RTI as recommended by the Evaluation Committee? RTI has been the independent evaluation contractor since 2001. We can extend the current contract for the next two years. The Evaluation Committee recommends that this be done for many reasons, including the quality of their work. Chris Finley motioned to extend the contract. Amy Seconded. Further discussion: There was general agreement that the Evaluation Committee should explore and implement methods for more timely product delivery from RTI within the amended work specifications. Christy mentioned that in the future it may be helpful to get a different perspective from an independent evaluator, but did not object to extending the current contract with RTI. RTI evaluates other states' tobacco control programs.

All in favor as discussed.

Draft RTI Annual Report Recommendations

(20 min)

Brian shared selected sections of the RTI Annual Report. The sections are not the policy of the Board, but rather RTI's conclusions and recommendations for Vermont's Tobacco Control Program. Marcia commented on the enforcement section in the report: do they take into consideration the compliance law? We can make sure this is discussed in the Board's annual report. There are other points of view on this topic. Christy thinks it is a good idea to include the RTI conclusions and recommendations in the Board's Annual Report. Chris Finley suggested a report card for the TCP. We will be thinking about this and other communication strategies in the future. This year's VTERB Annual Report will likely include the minimum requirements as set by statute. Bill spoke about the table that shows the per-capita spending for tobacco control. Charts of this nature should further explain the context, i.e.: is Vermont's high per capita spending on tobacco control a good thing or a bad thing? These sections are from a larger technical report and

that report does address some of the questions and adds more detail. Stephen will rely on designees and others for feedback on the draft VTERB Annual Report. We can have a draft executive summary for that report sometime before the January meeting. Stephen will send out a draft VTERB Annual Report by mid-December.

Other Business

(5 min)

- The Board may not need to meet in December. Members generally agreed that this would be OK. The next meeting will be January 13th.*
- Chris Finley announced that she has taken a new position within the VDH and will no longer be with the VTERB. Brian expressed gratefulness to Chris for all her efforts and time spent on the Board.*
- Ted and Brian are working on applications for a NCI grant through UVM for evaluation of tobacco control programs. More to come on this topic.*

Meeting adjourned at: 4:48 p.m.

Draft minutes taken by: Stephen Morabito

Draft minutes reviewed by: Brian Flynn

Materials for Discussion:

- VTERB Meeting Minutes (October, 2009)
- Final FY2011 Budget Recommendation Package
- Schedule of CY2010 VTERB Meetings
- Community Coalition RFP (VDH)
- Board Member Candidate (K-12 Educator) CVs
- Smoke Free Housing Tax Credit Summary (ALA)
- Summary of RTI Annual Report Recommendations